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<b>DECLARATION FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)</b>  <input checked="" type="checkbox"/> Declaration Submitted With Initial Filing <input type="checkbox"/> Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)      OR	<b>Attorney Docket Number</b>	<b>US030397</b>
	<b>First Named Inventor</b>	<b>George Marmaropoulos</b>
	<b>COMPLETE IF KNOWN</b>	
	<b>Application Number</b>	/
	<b>Filing Date</b>	
	<b>Group Art Unit</b>	
	<b>Examiner Name</b>	

As a below named inventor, I hereby declare that:

My residence, post office address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**DYNAMICALLY ILLUMINATED PRODUCT DISPLAY SYSTEM APPARATUS AND METHOD**

the specification of which (Title of the Invention)

☒ is attached hereto

OR

☐ was filed on (MM/DD/YYYY) [ ] as United States Application Number or PCT International

Application Number [ ] and was amended on (MM/DD/YYYY) [ ] (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims as amended specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or of any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY) Country	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

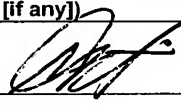

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

[Page 1 of 3]

Burden Hour Statement: This form is estimated to take 21 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

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## DECLARATION — Utility or Design Patent Application

Direct all correspondence to: <input type="checkbox"/> Customer Number or Bar Code Label		<input type="checkbox"/> OR <input checked="" type="checkbox"/> Correspondence address below	
<b>Philips Electronics North America Corporation</b>			
Name			
345 Scarborough Road			
Address			
Briarcliff Manor		New York	10510
City		State	ZIP
U.S.A.		(914) 945-6000	(914) 332-0615
Country		Telephone	Fax
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.			
NAME OF SOLE OR FIRST INVENTOR:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name <b>GEORGE</b> (first and middle [if any])		Family Name <b>MARMAROPOULOS</b> or Surname	
Inventor's Signature 		Date <b>2/28/05</b>	
YORKTOWN HEIGHTS	NEW YORK	USA	GR
Residence: City	State	Country	Citizenship
Mailing Address 2145B SAW MILL RIVER ROAD			
YORKTOWN HEIGHTS	NEW YORK	10598	USA
City	State	Zip	Country
NAME OF SECOND INVENTOR:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name <b>JACK (KYRIAKOS)</b> (first and middle [if any])		Family Name <b>MAMA</b> or Surname	
Inventor's Signature 		Date <b>k</b>	
LONDON	ENGLAND	GREAT BRITAIN	GREAT BRITAIN
Residence: City	State	Country	Citizenship
21-23 VOSS STREET			
Mailing Address			
LONDON	ENGLAND	E.2 6HP	GREAT BRITAIN
City	State	Zip	Country
<input type="checkbox"/> Additional inventors are being named on the _ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.			

## DECLARATION — Utility or Design Patent Application

Direct all correspondence to: ☐ Customer Number or Bar Code Label  OR ☒ Correspondence address below

**Philips Electronics North America Corporation**

Name

**345 Scarborough Road**

Address

**Briarcliff Manor**

City

**New York**

State

**10510**

ZIP

**U.S.A.**

Country

**(914) 945-6000**

Telephone

**(914) 332-0615**

Fax

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

**NAME OF THIRD INVENTOR:**

☐ A petition has been filed for this unsigned inventor

Given Name **CLIVE R.**  
(first and middle [if any])

Family Name **HEERDEN**  
or Surname

Inventor's  
Signature

Date

**LONDON**

Residence: City

**ENGLAND**

State

**GREAT BRITAIN**

Country

**GREAT BRITAIN**

Citizenship

Mailing Address  
**20 CANAL BUILDING**

**LONDON**

City

**ENGLAND**

State

**N1 7RR**

Zip

**GREAT BRITAIN**

Country

**NAME OF FOURTH INVENTOR:**

☐ A petition has been filed for this unsigned inventor

Given Name **PHILIPPA CLARE**  
(first and middle [if any])

Family Name **WAGNER**  
or Surname

Inventor's  
Signature

Date

**HACKNEY, LONDON**

Residence: City

**ENGLAND**

State

**GREAT  
BRITAIN**

Country

**GREAT BRITAIN**

Citizenship

**209 RICHMOND ROAD**

Mailing Address

**HACKNEY, LONDON**

City

**ENGLAND**

State

**E8 3NJ**

Zip

**GREAT BRITAIN**

Country

☐ Additional Inventors are being named on the \_ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

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**DECLARATION FOR UTILITY OR  
DESIGN  
PATENT APPLICATION  
(37 CFR 1.63)**

☒ Declaration  
Submitted With Initial  
Filing      OR      ☐ Declaration  
Submitted after Initial  
Filing (surcharge  
(37 CFR 1.16 (e))  
required)

Attorney Docket Number **US030397**  
First Named Inventor **George Marmaropoulos**

**COMPLETE IF KNOWN**

Application Number **1**  
Filing Date  
Group Art Unit  
Examiner Name

**As a below named inventor, I hereby declare that:**

My residence, post office address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**DYNAMICALLY ILLUMINATED PRODUCT DISPLAY SYSTEM APPARATUS AND  
METHOD**

the specification of which (Title of the Invention)

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Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Country	Priority Not Claimed	Certified Copy Attached?	
					YES	NO
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

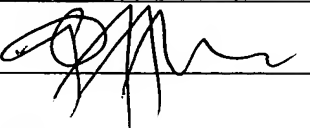
[Page 1 of 3]

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<b>Philips Electronics North America Corporation</b>						
<b>Name</b>						
<b>345 Scarborough Road</b>						
<b>Address</b>						
<b>Briarcliff Manor</b>			<b>New York</b>		<b>10510</b>	
<b>City</b>			<b>State</b>		<b>ZIP</b>	
<b>U.S.A.</b>			<b>(914) 945-6000</b>		<b>(914) 332-0615</b>	
<b>Country</b>			<b>Telephone</b>		<b>Fax</b>	
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.						
<b>NAME OF SOLE OR FIRST INVENTOR:</b>			<input type="checkbox"/> A petition has been filed for this unsigned inventor			
<b>Given Name</b> <b>GEORGE</b> (first and middle [if any])			<b>Family Name</b> <b>MARMAROPOULOS</b> or Surname			
<b>Inventor's Signature</b>					<b>Date</b>	
<b>YORKTOWN HEIGHTS</b>			<b>NEW YORK</b>		<b>USA</b>	
<b>Residence: City</b>			<b>State</b>		<b>Country</b>	
<b>Mailing Address</b> <b>2145B SAW MILL RIVER ROAD</b>						
<b>YORKTOWN HEIGHTS</b>			<b>NEW YORK</b>		<b>10598</b>	
<b>City</b>			<b>State</b>		<b>Zip</b>	
<b>USA</b>			<b>GR</b>			
			<b>Citizenship</b>			
<b>NAME OF SECOND INVENTOR:</b>			<input type="checkbox"/> A petition has been filed for this unsigned inventor			
<b>Given Name</b> <b>JACK (KYRIAKOS)</b> (first and middle [if any])			<b>Family Name</b> <b>MAMA</b> or Surname			
<b>Inventor's Signature</b> 					<b>Date</b> <b>14-2-05</b>	
<b>LONDON</b>			<b>ENGLAND</b>		<b>GREAT BRITAIN</b>	
<b>Residence: City</b>			<b>State</b>		<b>Country</b>	
<b>21-23 VOSS STREET</b>						
<b>Mailing Address</b>						
<b>LONDON</b>			<b>ENGLAND</b>		<b>E.2 6HP</b>	
<b>City</b>			<b>State</b>		<b>Zip</b>	
			<b>GREAT BRITAIN</b>			
			<b>Country</b>			
<input type="checkbox"/> Additional Inventors are being named on the _ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.						

## DECLARATION — Utility or Design Patent Application

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345 Scarborough Road						
Address						
Briarcliff Manor			New York		10510	
City			State		ZIP	
U.S.A.			(914) 945-6000		(914) 332-0615	
Country			Telephone		Fax	
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.						
NAME OF THIRD INVENTOR:			<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name <b>CLIVE R.</b> (first and middle [if any])			Family Name <b>HEERDEN</b> or Surname			
Inventor's Signature 			Date <b>2.28.05</b>			
LONDON			ENGLAND		GREAT BRITAIN	
Residence: City			State		Country	
GREAT BRITAIN						
Citizenship						
Mailing Address						
20 CANAL BUILDING						
LONDON			ENGLAND		N1 7RR	
City			State		Zip	
GREAT BRITAIN						
Country						
NAME OF FOURTH INVENTOR:			<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name <b>PHILIPPA CLARE</b> (first and middle [if any])			Family Name <b>WAGNER</b> or Surname			
Inventor's Signature 			Date <b>11-3-05</b>			
HACKNEY, LONDON			ENGLAND		GREAT BRITAIN	
Residence: City			State		Country	
GREAT BRITAIN						
Citizenship						
Mailing Address						
209 RICHMOND ROAD						
HACKNEY, LONDON			ENGLAND		E8 3NJ	
City			State		Zip	
GREAT BRITAIN						
Country						
<input type="checkbox"/> Additional Inventors are being named on the _ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.						

10/574441

PTO/SB/96 (08-03)

Approved for use through 07/31/2006. OMB 0651-0031  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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## STATEMENT UNDER 37 CFR 3.73(b)

IAP20REC'd PCT/PTO 31 MAR 2006

Applicant/Patent Owner: Koninklijke Philips Electronics N.V.Application No./Patent No.: Concurrently Filed/Issue Date: ConcurrentlyEntitled: DYNAMICALLY ILLUMINATED PRODUCT DISPLAY SYSTEM APPARATUS AND METHODKoninklijke Philips Electronics N.V., a corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☐ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.  
The extent (by percentage) of its ownership interest is \_\_\_\_\_ %  
in the patent application/patent identified above by virtue of either:

A. [☒] An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

OR

B. [☐] A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at  
Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.
2. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at  
Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.
3. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at  
Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

[☐] Additional documents in the chain of title are listed on a supplemental sheet.

[☐] Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

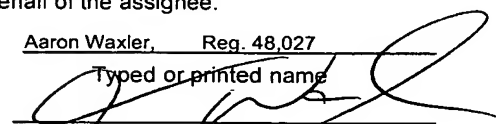
3/5/06  
Date

(914) 333-9608

Telephone number

Aaron Waxler, Reg. 48,027

Typed or printed name



Signature

Corporate Counsel

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

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## POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:



Practitioners associated with the Customer Number:

24737

OR



Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number	Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:



The address associated with Customer Number:

24737

OR

<input type="checkbox"/> Firm or Individual Name			
Address			
City	State	Zip	
Country			
Telephone			Fax

Assignee Name and Address:

KONINKLIJKE PHILIPS ELECTRONICS N.V.  
Groenewoudseweg 1  
5621 BA Eindhoven, The Netherlands

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

### SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Signature		Date	14 January 2005
Name	Michael E. Marion	Telephone	(914) 333-9637
Title	Authorized Representative		

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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